

**Can advertising affect  
people using alcohol  
products?**

## Essential Standard

**6.ATOD.1 - Analyze influences that the use alcohol, tobacco, and other drugs.**

## Clarifying Objectives

**6.ATOD.1.1 - Analyze the marketing and advertising of alcohol and tobacco companies in terms of the strategies they use to influence youth experimentation with their products.**

# Statement of Objectives:

- *Today we are going to discuss advertising appeals and how they are used specifically to sell tobacco and alcohol. By the end of this period, you should be able to recognize the appeals used to hook teens on alcohol and tobacco.*

# How much money is spent on tobacco advertising a day in the United States?

- In the United States they spend 15.3 Billion on tobacco marketing and promotion.
  - That is 41 million spent EVERY DAY in the US

# United Streaming Video

- Skills for Healthy Living: Analyzing Media Influences
- Youth Matters: Seeing Through Media
  - Examples that show the different advertising techniques

**Name That Ad**

# Write the answer for each ad...

1. Just do it.
2. Taste the Rainbow
3. I'm lovin' it
4. Eat fresh.
5. Because you're worth it.
6. Melts in your mouth. Not in your hand.
7. Think outside the bun.
8. Tastes so good, cats ask for it by name.
9. Drivers wanted.
10. Hot eats, cool treats.
11. Eat mor chikin



1. Just do it.



2. Taste the Rainbow.



3. I'm lovin' it



4. Eat fresh



5. Because you're worth it.



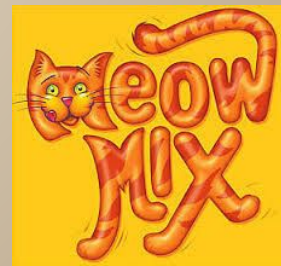
6. Melts in your mouth. Not in your hand.



7. Think outside the bun.



8. Tastes so good, cats ask for it by name.



9. Drivers wanted.



10. Hot eats, cool treats.



11. Eat mor chikin



- “Why do you remember or recognize these ads?”

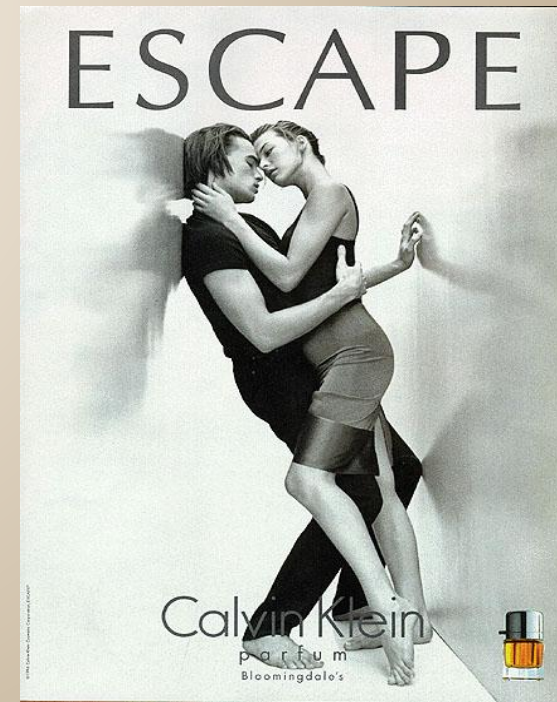
- Advertising is powerful and influences our choices because we remember what we see and hear in the media.

# **Advertising Appeals Used to Sell Alcohol and Tobacco**

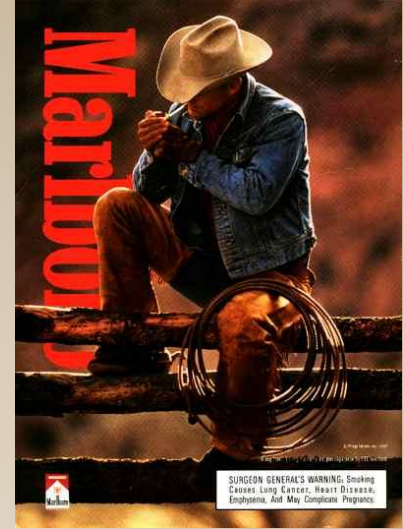
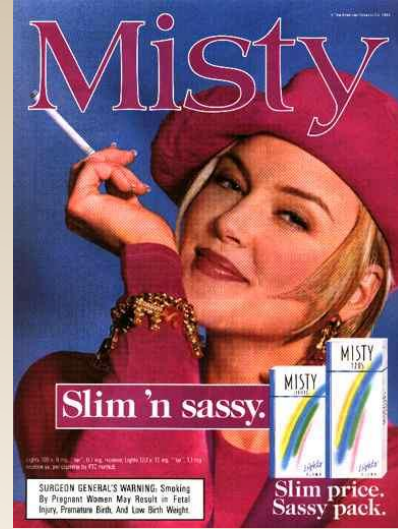
- Bandwagon Appeal – Creates the impression that everyone is using a particular product and because everyone else is using it, you should, too.



- Sex Appeal – Implies that one will become more sexually desirable and attractive by using the product. Often shows very attractive male and female models.



- Gender Appeal – Claims that a product will make one more masculine or feminine.



- Problem Solving Appeal – Suggests that using the product will make problems go away.



- Youthfulness Appeal – Hints that it will stop aging or restore energy.



- Sophistication Appeal – Intends to show that if you buy a certain product you will be more grown-up, independent, and mature.



- Popularity Appeal – Recommends that you buy a certain product to be well liked, accepted, and part of the “in” crowd.





- Fun/Relaxation Appeal – Shows that a product will make you have more fun or feel more relaxed.



- Health Appeal – Implies that people shown using the product are healthy and active.

- example of health appeal

- Slogans and Symbols – Use of a simple and easy to remember symbol or slogan. Slogans are set to music and have catchy tunes and words. Examples: Symbol = Nike Swoosh, Slogan = Just Do It.



- Animation – An inanimate object comes to life and is given a personality. Ex: Budweiser bottles playing football.

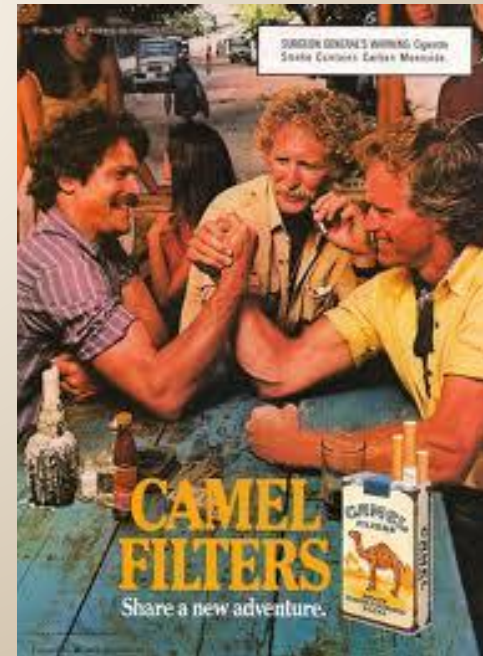
example of animation

- Comedy Appeal – Uses humorous slogans, jingles, and symbols. example of comedy in advertising

- Group Identification Appeal – Implies that members of a specific group use the product. Advertisements are targeted to groups based on age, race, religion, education, occupation, sex, money, and area they live in.

- Normalization Appeal – Presents the product as a typical and acceptable part of social gatherings or as used by most people.

example of group identification



# Business Dilemma

- You are the owner of a very successful business. To keep it profitable, you have to keep the same number of customers from year to year. They don't have to be the exact same people, but you need about the same number of people buying the same amount of your product. If you lose customers, you will lose money. Today you learned that your company is going to lose hundreds of thousands of customers this year and every year that you stay in business!

- What do you have to do to keep your business running?
- How would you entice new customers?
- Whom will you try to get to buy your product?
- What will you show in your ads?
- What companies currently have this problem and why do you think so?

# Change the Ad

- Change one of the following ads to say what it should.

*Alive with pleasure!*  
**Newport**

© Lorillard U.S.A., 1979

*After all, if smoking isn't a pleasure, why bother?*

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

16 mg. "tar", 1.3 mg. nicotine av. per cigarette, FTC Report May 1978.

**Marlboro**

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

**NEWPORT**  
 FILTERS

Refreshes while you smoke

Continues its marshall Refreshing hint of mint Finest quality tobaccos

*More refreshing to begin with, more refreshing all the way*

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**CAMEL LIGHTS**

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11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

*We just love surprises. Especially when it's exactly what we told you to get.*

**VIRGINIA SLIMS**  
 'Tis a woman thing.

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11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

**Smooth character.**

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11 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

# Independent Practice:

- Assign or allow students to select one of the following:
  - Compose an advocacy letter to a local store, magazine editor, or company pointing out why they should not display an alcohol or tobacco advertisement or why he/she is not going to be fooled by the advertising appeal.



# Closure:

- *Today we discussed how powerful advertising is and that alcohol and tobacco companies target teens to stay in business. We identified the appeals that advertising companies use in ads and how you can reject their hidden messages.*